Amendments to the Claims

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (amended) A merchandiser for envelope packaging, comprising:

one or more pair of pinch barriers defining a pinch gap, said gap of a width effective in pinching a pinchable portion of one or more envelope packages proximate to a relatively rigid portion of said envelope packages; and

wherein said pinching is to a degree effective in securing said envelope packages within said pinch gap while permitting easy pull removal of said envelope package without damage thereto, **said pinch gap having a width of about 3 to about 4.5 inches**.

2. (original) The apparatus of claim 1 wherein each said pair of pinch barriers comprises a pair of rods.

3. (original) The apparatus of claim 1 wherein said pinch barriers are arranged in a rack.

4. (original) The apparatus of claim 1 wherein said pinch barriers are arranged in a carousel.

5. (original) The apparatus of claim 4 wherein said carousel is adapted to rotate.

6. (original) The apparatus of claim 1 wherein said pinch barriers comprise the sidewalls of an aperture defined in a sheet of material.

7. (original) The apparatus of claim 6 wherein said sheet of material is flexible.

8. (amended) A preloaded merchandiser for envelope packaging, comprising:

one or more pair of pinch barriers defining a pinch gap, said gap of a width effective in pinching a pinchable portion of one or more envelope packages proximate to a relatively rigid portion of said envelope packages;

wherein said pinching is to a degree effective in securing said envelope packages within said pinch gap while permitting easy pull removal of said envelope package without damage thereto;

wherein one or more envelope packages are so secured thereon; **and**

wherein the gap width is from about 75% to about 85% the width of said relatively rigid portion of said one or more envelope packages.